



ANNUAL MAIN STREET PROGRAM ACCREDITATION x

To: Staff and Boards of Texas Main Street communities

Date: November 16, 2021

Report due date: **Friday, January 21, 2022**

What is accreditation?

Accreditation is a mark of distinction within designated Main Street communities (*Designated* communities include both accredited and non-accredited communities within our Main Street network.) ACCREDITED communities have worked to meet rigorous performance standards and achieve meaningful revitalization in their downtowns or commercial districts.

The performance standards upon which accreditation is based fall into SIX broad categories:

1. Broad-based Community Commitment
2. Leadership & Organizational Capacity
3. Diverse and Sustainable Funding
4. Strategy-Driven Programming (Main Street Transformation Strategy model)
5. Preservation-Based Economic Development
6. Demonstrated Impact & Result

What is the review process?

Once you have submitted your self-evaluation and 4th quarter Reinvestment Report, state staff will review your submissions along with your other quarterly reports, and recommend YES or NO for accreditation. These recommendations will be sent to Main Street America. Note that you need to your Main Street America membership needs to be current in order to be eligible for accreditation. Cities will be notified of their accreditation status in the spring.

What about my 4th quarter report?

Due to this end-of-year reporting, a 4th quarter activity report is *optional*. However, year-end/4th quarter Reinvestment Reports are required – and due January 10, 2022.

Additional Submission Requirements

1. **Work Plan** - Please submit your 2022 work plan with this self-assessment OR indicate that you will be submitting the work plan by the end of January.
2. **Organizational Chart** – This year, instead of submitting a salary survey or financial incentives questionnaire, we are asking that you submit an organizational chart that demonstrates who you report to and how your Main Street program fits within city structure (see attached example.) If your org chart has names on it, that’s fine – but names are not required.

Submission Checklist

City: Mineola

WORK PLAN

- I am submitting a work plan for 2022 *OR*
- We have not completed our work plan but will submit ours by Jan. 30, 2022

SELF-ASSESSMENT

- I have completed this self-assessment in concert with my entire Board *OR*
- I have completed this self-assessment in concert with my Board President only

ORGANIZATIONAL CHART

- I am submitting an org. chart that demonstrates how my position fits within the city structure.

DESIGN PROJECTS

- As evidence of our achievements in Standard V (Preservation-based economic development) I am submitting several examples of design projects/building improvements that were completed in 2021, with before/during/after images and a brief description of the work. These could be projects previously submitted in your Q1-Q3 reports, or projects completed in this 4th quarter.

COMMITTEES

So that the Texas Main Street staff can better understand how your program operates, please tell us which committees you have:

- Design Committee
- Organization Committee
- Promotions Committee
- Economic Vitality Committee
- Other (please specify): Ours is a hybrid, with Organization & Economic Vitality being

contributed to by the various members representing Main Street. We do still have a Design member and a Promotions member from when the committees were established many years ago.

How to submit. As in the past, please submit reports electronically via:

1. An **email**, with 'Accreditation Report' and your city name in the subject line *OR*
2. Upload to a **sharing site** of your choosing (Dropbox, Google Docs etc.) and share with us. Regardless of the submission method, the whole report should be in a single document or email and sent to mainstreet-reports@thc.texas.gov. The exceptions can be the Work Plan and Design/Improvement project examples that can be separately submitted or included at the end of this document.

City: Mineola

1 = We do not do this.

2= Marginal performance. We do not consistently do this.

3 = Average performance. We do this, but there is general agreement improvement is needed.

4-5=Strong/exceptional performance. It's part of our plan; it consistently helps us reach stated goals; our organization's credibility is high because of how well this is done etc.

STANDARD I. BROAD-BASED COMMUNITY COMMITMENT

A. The Main Street organization fosters a culture of community engagement, collaboration and commitment to the revitalization process.

Key Indicators	Value (1=low to 5=high/strong)
1. We build awareness of the value of the district and show the measurable impact of our efforts through regular external communications.	4
2. An inclusive outreach strategy exists through which all sectors of the community are invited to participate, and which encourages volunteer effort.	4
3. Connecting with businesses in the district regularly is a program priority. This includes an active visitation program (by staff, board and committee leaders) and stakeholder meetings/activities that provide opportunities for businesses to regularly come together.	4
4. The Main Street volunteer base reflects district and community demographics (age, race & ethnicity, gender, skills & interests, socio-economic, etc.). This is clearly demonstrated by the make-up of the supporting volunteer structure.	4
5. There is active participation from the public sector in the volunteer structure that supports Main Street (i.e. ex-officio board membership, engagement in program activities etc.)	4
6. Main Street regularly updates City officials and share progress and impact of the revitalization effort at council meetings and throughout the year.	5
7. The supporting volunteer structure of Main Street includes participation from partner organizations such as chamber, economic development corporations, tourism agencies, schools & universities, and anchor corporations.	5
Self-evaluation score, this section	

B. Public sector participation. In addition to what is covered in the previous section, the public sector is a crucial leader and foundational partner in building a successful revitalization program.

Key Indicators	Value (1=low to 5=high/strong)
1. The City promotes the district as an important community asset.	5
2. Main Street/downtown is a priority of the City.	5
3. The City adequately funds the Main Street program at a level which allows it to achieve its goals and objectives. (<i>Budget detail under Strategy III</i>)	5
4. Main Street is included in municipal decisions pertaining to planning and implementation of initiatives for the district.	5
Self-evaluation score, this section	

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C. District Stakeholders, including property and business owners, organizations, and residents are the most immediate beneficiaries and the most important investors for successful revitalization.

Key Indicators	Value (1=low to 5=high/strong)
1. A majority of district property and business owners show commitment to the district's vitality through direct <u>investment</u> of resources in physical, economic, and promotional improvements.	5
2. A broad base of district property and business owners, residents, workforce, and other organizations participate in revitalization through direct <u>involvement</u> in Main Street activities.	5
Self-evaluation score, this section	

D. The Community-at-large, including residents, local organizations and corporations outside the district, but within the community.

Key Indicators	Value (1=low to 5=high/strong)
1. A broad base of community members/residents is engaged in Main Street activities. <i>(Refer to similar questions under A.)</i>	4
2. Local corporations actively support and invest in the district's revitalization program through investment of human (leadership & employee participation) and financial resources directly and in partnership with the Main Street program. <i>(Refer to similar question under A.7.)</i>	4
3. We have downtown residents and they are involved in program activities. (Mark n/a if you do not have downtown residents.)	3
Self-evaluation score, this section	

Project profile/narrative. Please briefly provide at least one example related to an indicator in this section on Broad-based Community Commitment. You can pull the information for this section from your quarterly Activity reports or related to your program's ongoing COVID responses. Broad-Based Community Support - The Mineola High School Band chose "Our Home Town" as the theme for their half-time show this year. These young people and their leaders worked long hours to present this entertaining, sharp, musical program glorifying Mineola, its history and landmarks in about 20 performances across the state. The program incorporated a replica of our award-winning downtown Gazebo, downtown benches, and several 5x10' signs bearing huge photographs of our well-loved buildings, as well as our distinction as a National Main Street City. The Sound of the Swarm won its third consecutive state Marching Championship, and our town was ecstatic. The Landmark Commission presented the band with a commemorative throw that features many of our beloved landmarks. The school district celebrated their renovated band hall with a community medal presentation. They served a cake embellished with images of our landmarks, crafted by a Mineola Main Street bakery. The medal presentation was followed by a superb community Christmas concert appreciated by newcomers and long-time residents alike. This is community pride that has come full circle!

Reflection. As you reflect on your program's success (or struggles) in standard I, please share any observations / comments / concerns / questions you may have. As far as the overall aspect of broad-based community support, we are very fortunate and grateful to enjoy our community's appreciation and recognition.

STANDARD II. ACTIVE LEADERSHIP & ORGANIZATIONAL CAPACITY

Main Street has a unique position to be able to offer a diverse range of opportunities for people to come together to become active leaders in various capacities and at different points in the revitalization process.

A. Active Volunteer Leadership. The Board.

Key Indicators	Value (1=low to 5=high/strong)
1. The Board has balanced representation from district stakeholders, public sector leaders, essential partners and community members. <i>(Refer to similar questions under Standard I.)</i>	5
2. The Board leads through strategy, which includes annual review of organizational and programming efforts in a retreat setting; an active work plan guided by the Board that aligns with strategies; and focus on strategies through the business segments of monthly Board meetings.	3
3. Each board member demonstrates an active level of board participation through regular attendance at board meetings.	4
4. Board members are active advocates for the program and the district.	5
5. Every Board member, in addition to attending meetings, has a working role in different aspects of the program, by leading or participating in committees or teams and projects throughout the year.	4
6. Board members sign an Accountability Agreement that outlines the commitment for board service. <i>(Note: examples are in the Online Resource Library)</i>	1
7. Board members participate in leadership development and trainings that support board roles and knowledge base in revitalization.	1
8. New board members receive an orientation to become more familiar with the Main Street Approach, board roles & responsibilities, the district, agreements with the coordinating program, and ongoing program efforts.	4
9. There is adherence to bylaws, including term limitations, and other elements related to Board service.	4
Self-evaluation score, this section	

B. Supporting Volunteer Structure.

Key Indicators	Value (1=low to 5=high/strong)
1. All four points of the Approach are addressed through the work plan and program activities. <i>Note: Specific questions about the Work Plan is covered in Standard IV.</i>	4
2. There is a volunteer coordination structure in place that includes rotation and retention initiatives.	4
3. Each volunteer committee, team, task force, and project or activity has active chair or co-chairs and enough supporting members to implement their focus effectively and carry appropriate planning and implementation successfully.	3
4. To avoid 'silos' there is a mechanism in place that regularly brings volunteers together throughout the year to ensure cross-collaborative effort and alignment of strategy. (i.e. annual retreat, quarterly meetings etc.)	3
5. Volunteers not in board leadership roles also receive orientation and training.	2

6. The organization has active volunteer recognition initiatives and activities that highlight the talent, contributions, and impact provided by individuals and groups within the organization.	5
Self-evaluation score, this section	

C. Professional Program Management.

Key Indicators	Value (1=low to 5=high/strong)
1. The organization has continually had a Program Director in place for at least 8 of the 12 months during the past year.	5
2. Within the existing organizational structure (city employee or urban/non-profit), Main Street staff salary & benefits are sufficient at a level, and which reflects the perceived value of the revitalization effort. Regular salary increases occur. <i>(Note: see related questions under Standard III)</i>	5
3. A staff job description is in place that includes clearly defines performance expectations.	5
4. There is a formal staff performance review process (typically will be completed in the city structure by the program manager's supervisor).	5
5. There is regular staff communication among staff, board and committees, task forces etc.	5
6. The chain of command/relationship between staff and board is clearly defined and results in effective, positive and strong two-way relationships throughout the program.	5
7. Main Street staff receives professional development annually aligned with the Texas Historical Commission Main Street contract. (2020-webinars, virtual conferences etc.)	5
<input checked="" type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May) 1	
<input checked="" type="checkbox"/> THC's Real Places conference (virtual, Feb.)	
<input type="checkbox"/> Main Street Now (national conference, virtual, spring)	
<input type="checkbox"/> TMSP series of live Four Point workshops (virtual, March-May)	
<input type="checkbox"/> Multiple TDA Summer Camp sessions (virtual, July)	
<input type="checkbox"/> Texas Main Street Retreat in Seguin (in person, Sept.)	
<input checked="" type="checkbox"/> Texas Downtown Association Conference (in person, Nov.)	
<input type="checkbox"/> Other (please specify): _____	
<input type="checkbox"/> Other (please specify): _____	
8. Quarterly Activity reports as required in the contract are consistently submitted. <i>(Note: No 4th Q Activity report due to this submission. 4th Q reinvestment reports due January 10, 2021)</i>	<i>Texas Main Street office will score this based on your report submissions.</i>
Self-evaluation score, this section	

D. Defined mission and organizational foundation. *Note: the Work Plan is covered in Standard IV.*

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street program has a clearly defined purpose, outlined through a mission statement. The Board reviews the mission statement annually and uses it as a tool to help evaluate the organization's priorities, areas of focus and involvement, and to drive the program's work.	4
2. The mission statement is highly visible and promoted in the program's online, printed communication tools, and projects and activities.	5

3. The Main Street organization has by-laws.	5
4. Program activities are effectively coordinated.	4
Self-evaluation score, this section	

Project profile/narrative.. Please briefly provide at least one example related to an indicator in this section on Standard 2 - Active Leadership & Organizational Capacity. You can pull the information for this section from your quarterly Activity reports or related to your program's COVID responses. Please also provide your Statements of Purpose (Vision, Mission, Core Values etc.) or the link to them online. Education & Professional Development of Staff - The Main Street Director was able to attend in-person the Texas Downtown Conference in November in Denton, seeing and hearing firsthand from community members about their downtown events and what works and what doesn't.

Reflection. As you reflect on your program's success (or struggles) in standard II, please share any observations / comments / questions you may have. We are in a transition period for numerous reasons, but this points out the need to put more focus on this standard.

STANDARD II TOTAL SECTION SCORE

STANDARD III. DIVERSE FUNDING & SUSTAINABLE PROGRAM OPERATIONS

A. The Main Street Program Has Diversified Funding Sources.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure has a balanced mix of sources that includes adequate city funding.	5
2. District stakeholders (businesses and property owners, workforce, residents, organizations) invest in Main Street programming and revitalization efforts through partnerships, sponsorships, marketing, memberships, and fundraising initiatives etc. <i>(Also asked in Standard I.)</i>	4
3. Similarly, community-wide individual and organizational stakeholders understand downtown's value and invest in the effort. <i>(Also asked in Standard I.)</i>	4
Self-evaluation score, this section	

B. The Main Street Program Has Sustainable Program Operations

***Reflection.** As you reflect on your program's success (or struggle)s in standard III, please share any observations / comments / concerns / questions you may have.* Funding Structure - The city demonstrates its support of Main Street in our town by providing for the staffing expense for the Main Street Director. District stakeholders are independently holding pub crawls and have brought back Girls Night Out, all of which enhance our district.

Key Indicators	Value (1=low to 5=high/strong)
1. The Main Street funding structure provides for balanced attention to all four points.	4
2. Work aligns with financial capacity.	3
3. A detailed budget is in place that adequately covers operations, including program personnel, office administration, financial management activities	4
4. The budget adequately covers programming and activity expenses.	3
5. The budget adequately covers professional development and training expenses.	5
6. For city-based programs: The Main Street Board is kept apprised of and is familiar with the Main Street budget allocated through the City and related sources. They advocate for additional funding when needed.	5
7. For city-based programs: If a separate fundraising or similar account is maintained under the authority of the City, the Main Street Board regularly reviews and manages it effectively, and, if applicable, effectively raises funds to support the program.	4
8. For urban non-profits: The MS Board understands its responsibility for program finances, manages it effectively, and takes individual responsibility for fundraising/development.	
9. For urban non-profits: There has been an independent financial review in the last 12 months.	

STANDARD III TOTAL SECTION SCORE _____**STANDARD IV. STRATEGY-DRIVEN PROGRAMMING**

Decades of experience implementing the Main Street Approach™ has demonstrated that building and sustaining a successful downtown effort is not a project, but an ongoing process that requires long-term commitment.

A. Main Street Has a *Vision* for the future of District and *Defined Strategic Direction* for the Program's Work.

Key Indicators	Value (1=low to 5=high/strong)
1. Feedback from district stakeholders is regularly collected.	5
2. We have up-to-date district market, economic and demographic data.	5
3. Our vision and mission (<i>outlined in Standard II-Leadership</i>) drives our work.	4
4. To understand and act upon market opportunities, we have conducted a consumer survey in the last 2 years.	5
5. To understand and act upon market opportunities, we have an up-to-date building and business inventory.	4
Self-evaluation score, this section	

B. Main Street's *Work Plan* is Aligned to Selected Strategies and the Main Street 4-Point Approach.

Key Indicators	Value (1=low to 5=high/strong)
1. We have a Plan of Work driven by market understanding.	4
2. We are (<i>please indicate which one</i>) <u>exploring / have begun / have adopted</u> a Transformation Strategy plan of work.	3
3. Our work plan has activities across all four points of the Approach.	4
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard IV, please share any observations / comments / questions you may have.* Feedback / Economic Development Data - Our City Manager Mercy Rushing understands the importance of utilizing market research and while we have data on income levels in our service area which includes nearby cities, we are also collecting new data to show the number of visits to our locations. Also, one of the advantages of not being a huge city is that all of our city staff is open and responsive to input we receive from the public and businesses community. The Main Street Manager values relationships with our Main Street merchants, as does our new Marketing Director, Owen Tiner, who started with the city this spring.

STANDARD IV TOTAL SECTION SCORE _____

STANDARD V. PRESERVATION-BASED ECONOMIC DEVELOPMENT

A community's historic buildings and structures are some of its greatest assets and have the power to convey a unique and inviting sense of place. Consequently, preservation and rehabilitation should be a priority goal for all Main Street programs. Promoting a historic preservation-based program includes educating the public, as well as working with businesses and property owners on appropriate improvements and utilizing the services of the TMSP design staff.

Key Indicators	Value (1=low to 5=high/strong)
1. There have been visible changes in the appearance of downtown over the last year through reinvestment activity and appropriate design work from façade and building rehabilitations, signage, awnings, maintenance etc. <i>(We will reference reinvestment & design reports for this section.)</i>	5
2. Downtown/the commercial district is listed in the National Register of Historic Places or eligible. If not, has this been previously explored? Yes ____ No ____	5
3. There is an educational program in place to build community awareness about the value of the district's historic assets and history.	5
4. The community is a Certified Local Government, has a preservation ordinance, or the organization has design guidelines, based on the Secretary of Interior Standards, in place and applies them during reviews as applicable. <i>Please provide details.</i>	5
5. We have a design review process that ensures appropriate preservation outcomes.	5
6. There is a design review process. <i>(Mark as '3' if it only applies to projects receiving local grants; '5' if there is review for any work in the Main Street district.)</i>	3
7. There is a recent business/property inventory. <i>(Also asked in Standard IV)</i>	4
8. Volunteer leadership, staff seek out preservation-based training and as a result are confident in their understanding of basic concepts of historic preservation.	5
9. Preservation-based economic incentives are in place to encourage appropriate improvements to historic resources in the district.	5
10. Ordinances, activities and/or incentives have been put into place to address and target issues such as building underutilization, long-term vacancies, storage etc.	3
11. We have not lost any historic resources/assets/properties in the district over the past 12 months.	5
12. We are live/public on DowntownTX.org.	1
13. We are actively working to become live/public on DowntownTX.org.	3
Self-evaluation score, this section	

Reflection. *As you reflect on your program's success (or struggles) in standard V, please share any observations / comments / questions you may have.* Changes in Appearance - The Main Street Board & Mineola Economic Development have helped small business owners in our district provide awnings, repointed bricks, freshly painted storefronts, and new signs, all enhancements for our Main Street and oftentimes, Historic District. This year the Main Street Board voted to approve a structural enhancement for the building at 113 E. Broad after the owner was informed their new roof would cost \$37,000. This is a high historic priority property in our 2021 Historic Resources Survey. The building is circa 1910 and houses a one-of-a kind retailer, Lost Creek – a nature lover's gift and bird watching supply shop which we hope to see

STANDARD V TOTAL SECTION SCORE _____

STANDARD VI. DEMONSTRATED IMPACT & RESULTS

Key Indicators	Value (1=low to 5=high/strong)
1. Reinvestment reports are submitted as required in the contract.	<i>Texas Main Street office will score this based on your report submissions.</i>
2. Reinvestment into the district during the year and over time indicates improvement is occurring.	5
3. The Main Street program is recognized and valued locally as the driver of the revitalization effort and for the resulting contribution to quality of life.	5
4. Downtown/the program/projects have been recognized with external awards, grants or designations over the year (i.e. Texas Downtown Association President’s Awards, THC Texas Treasures awards for downtown businesses, Cultural District, Texas Capital Fund, etc.)	1
5. Downtown is generally viewed as an active marketplace which the community supports.	4
6. There are long-time businesses in downtown, providing evidence that there is a marketplace that can support them.	4
7. Property values and market activity means that new businesses opening in our downtown are prepared for and capable of effectively running a business. ‘Hobby’ businesses have decreased over time.	4
8. Property owners generally understand the inherent value of historic buildings and their responsibility to be good stewards of them.	4
9. Property owners see a positive return on their investments.	4
10. Downtown’s occupancy rate has increased over time, including second floor uses.	4
11. Downtown has destination businesses.	5
Self-evaluation score, this section	

Reflection. *As you reflect on your program’s success (or struggles) in standard VI, please share any observations / comments / concerns you may have.* Even though there is always a need to do better, collecting and focusing on the information for this report reminds us of the good that has occurred as well. The past two years have been stressful but our downtown is still thriving. Main Street has helped with incentive grants as it has been able, budgeting and approving \$10,000 this past year. We also help our businesses with information and visibility, as well as keeping our town clean. Last year included a concert by a local band that drew over 100 people to the streets of downtown on a hot July evening. A few weeks later the First Baptist Church hosted a praise concert featuring Irish musicians. We were proud that culture, entertainment and a reason to gather – safely – were offered in our Main Street District. Businesses opened, a few closed, more are opening, and the story of our community continues as we plan for more improvements downtown.

STANDARD VI TOTAL SECTION SCORE _____

-end-

Mineola Main Street Program 2022 Work Plan

To do:

To acquire as much education, experience and as many helpful contacts as possible to lead Mineola's successful Main Street Program. Will strive to safely provide meaningful training opportunities for our volunteers, as well, as we have some newcomers joining our board. **(Timeframe: Ongoing.)**

Result:

Main Street Manager has participated in Real Places Virtual Conference Feb. 3-5, 2021, and Texas Downtown Association Conference in Denton Nov. 3-5, 2021; as well as numerous other webinars and virtual meetings including Main Street's Storefront Design on Jan. 6, 2021, State Comptroller's Seminar on Economic Development March 3; Cyber Security Training May 6; Michael Hyatt's Become Your Best in 2022- Goal Setting Dec. 10, 2021.

To do:

We should further enhance the attractiveness of our town by whatever means possible. To some degree, this can be measured by sales tax rebates from the state. We would like to see an increase in next year's sales taxes. Positive feedback is also a gauge, as well as new businesses coming to town.

(Timeframe: One year.)

Result:

Our sales tax rebates through December 2021 increased 14.71 percent. Our rebate based on November sales was up over 22 percent. Our merchants began holding pub crawls which are very popular and a Girls Night Out in December. The Girls Night Out was well-attended and extremely successful for our Main Street Businesses.

To do:

Identify areas in which improvements can be made to volunteer organizations' structure and function.

(Timeframe: One year.)

Result:

Bylaws have been updated for Main Street Board and Landmark Commission, under the Main Street umbrella. Term limits were added to Main Street. Due to resignations, we welcomed two new Main Street board members and presented them with notebooks with bylaws and Main Street information. We also welcomed a new Landmark Commission member. Another new member will soon join Main Street and we have a planning session set next month.

To do:

To recognize volunteers' efforts and to curate a pool of volunteers to feed boards when members leave. Also use volunteers' strengths in the areas where needed. **(Ongoing)**

Result:

Volunteer application form is on city website which was updated by our Marketing Director. We have received applications as a result.

To do:

To continue and to further inform the community, businesses and organizations about the activities and value of Main Street and all of the volunteer boards under its umbrella and what they mean to the city by public discussions and the media. Striving to learn how to delegate to utilize our various volunteers' talents. **(Timeframe: one year)**

Result:

The local weekly newspaper is extremely supportive and regularly helps us with articles. The local radio station provides monthly interview time with the Main Street manager. A local Facebook page, Wood County Now, has also been very helpful. City Facebook pages are utilized, as well as our updated website. Will continue to provide information to local and regional media for any free publicity available with support from our marketing department that targets audiences for paid advertising. Every state and national program report is also provided to the City Council in the meeting packets.

To do:

Provide education for our business people on how to represent their businesses and our town effectively to make everyone successful. Need to host TDA Hospitality Training. **(Timeframe: one year)**

Result:

Still on the To Do List.

To do:

Regain our momentum financially, and to be involved or host events that attract visitors and enhance the quality of life for local people. **(Timeframe: undetermined)**

Result:

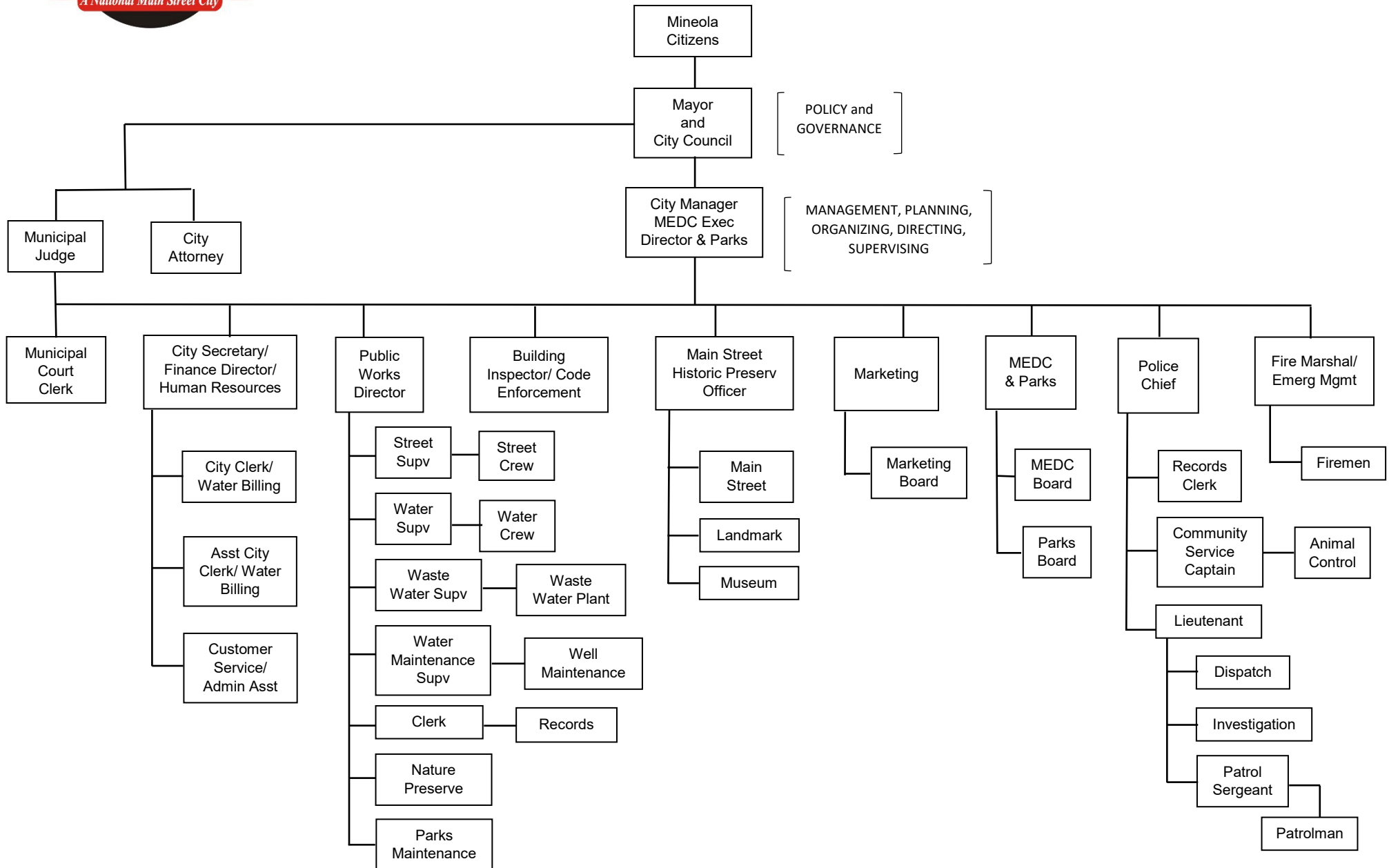
To safely provide an activity to give people something happy, education or rewarding to do, whether by attendance to or involvement in, activities. We will be holding new activities this year and hope to bring back our Wine Train if and when possible.



CITY OF MINEOLA

Organization Chart

(2019- 2020)



2021 Design Project Descriptions

1. 113 E. Broad – **Before** - This photo was also before a broken pane from the window above the door of Lost Creek fell to the sidewalk, apparently slicing or damaging the awning below. The windows were subject of a 2020 Main Street grant. The woodwork repairs and caulking, paint, and new roof were subject of a 2021 \$3,000 grant for the building that houses Lost Creek.
2. 113 E. Broad – **After** - Fresh paint, repaired woodwork and new awning are visible. Plus, the new roof on top.
3. 112 S. Johnson – **Before**
4. 112 S. Johnson – **After** – Main Street grant was given for new business sign that appropriately represents the business.
5. 119, 121 and 123 – **Before** improvements
6. 119 & 121 – **After** – Main Street Grants awarded for both addresses, Sugarbakers Bakery & Café, as well as the Corral.
7. 123 W. Broad – **After** – Gene’s Photography, recipient of The Heartbeat Hartford Grant, and a Mineola Main Street grant. Shingle façade removed, windows exposed, bricks painted, custom awning installed and window and door reworked.
8. A substantial stretch of our downtown frontage became much more attractive due to the improvements to these three addresses.



AWATT HOUSE





COTTAGE ANTIQUES

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CUSTOM EMBROIDERY
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BROAD STREET
CORRAL

New SOUND
HEARING CENTERS

FACTORY CONNECTION

109

CIGAR BAKERY
Specialty Cakes
Birthday Cakes
Pastries
Pies
and More ..

NO STAY AT HOME
FOR SUGGESTED
TAKE OUT
RESTAURANT ONLY

YOUR

STEP

WATCH

YOUR

STEP

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YOUR

STEP

**BAKERY
& CAFE**

**BROAD
STREET** **CORRAL**

Gene's Photography



SUGARBAKERS
of Mineral
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WE SUPPORT MARCHING BAND

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- Specialty Cakes
- Birthday Cakes
- Pastries
- Pies
- More ...

Hours: 11:00 AM - 11:00 PM
11:00 AM - 11:00 PM Sat.

VINTAGE VIBES
WESTERN DECOR & MORE
Antiques
Collectables
and More

OPEN

Gene's Photography

WATCH YOUR STEP